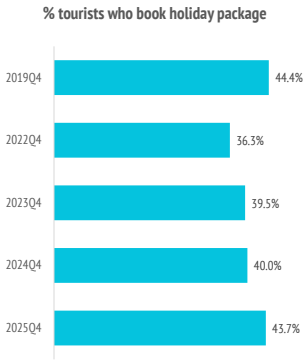
Tourist profile. Historical data (2019 - 2025)

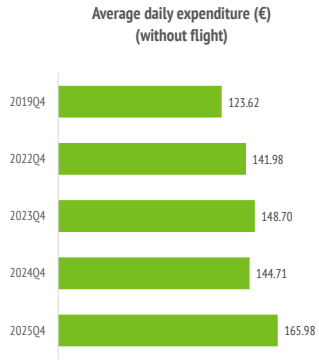
SWITZERLAND: Fourth Quarter

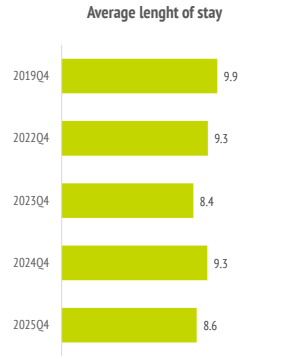
How many are they and how much do they spend?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**84**	**55**	**62**	**61**	**64**
Tourist arrivals ≥ 16 years old (EGT) (*)	**75**	**47**	**54**	**56**	**59**
- book holiday package (*)	33	17	21	22	26
- do not book holiday package (*)	42	30	33	34	33
- % tourists who book holiday package	44.4%	36.3%	39.5%	40.0%	43.7%
Children < 16 years old (FRONTUR - EGT) (*)	9	8	8	5	6
Expenditure per tourist (€) (group spend / group size)	**1,377**	**1,497**	**1,538**	**1,413**	**1,660**
Expenditure per tourist (€) (group spend / +16)	**1,565**	**1,673**	**1,615**	**1,704**	**1,904**
- book holiday package	1,785	1,862	1,921	1,945	2,302
- holiday package	1,463	1,584	1,672	1,622	1,959
- others	322	277	249	323	343
- do not book holiday package	1,389	1,565	1,416	1,543	1,594
- flight	402	441	356	441	454
- accommodation	533	647	618	540	597
- others	454	477	442	563	543
Average lenght of stay	**9.9**	**9.3**	**8.4**	**9.3**	**8.6**
- Median	7.7	8.0	8.0	8.0	7.0
Average daily expenditure (€)	**177.38**	**198.96**	**209.02**	**206.89**	**239.89**
- Median	159.57	182.98	170.76	191.00	220.09
Average daily expenditure (without flight)	**123.62**	**141.98**	**148.70**	**144.71**	**165.98**
- Median	109.22	124.68	129.35	129.34	157.30
Average cost of the flight (€)	**458**	**472**	**448**	**504**	**574**
Total turnover (€m)	**117**	**78**	**87**	**96**	**112**
Turnover without flight (€m)	**83**	**56**	**63**	**67**	**78**

(*) Thousands of tourists









% Tourists whose spending has been greater than €0 in each item

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	84.9%	87.1%	89.7%	82.4%	93.2%
- Additional accommodation expenses	9.9%	9.4%	11.3%	7.0%	5.8%
Transport:					
- National/International Transport	94.2%	96.9%	97.0%	96.0%	97.6%
- Flights between islands	3.3%	2.5%	10.9%	5.4%	10.3%
- Taxi	42.3%	40.6%	45.0%	43.0%	32.1%
- Car rental	30.4%	42.7%	36.9%	40.0%	37.3%
- Public transport	12.2%	7.8%	9.4%	22.2%	11.8%
Food and drink:					
- Food purchases at supermarkets	50.0%	56.7%	55.4%	68.5%	61.2%
- Restaurants	69.1%	73.9%	69.7%	74.4%	71.8%
Leisure:					
- Organized excursions	21.3%	19.2%	28.0%	23.5%	30.2%
- Sport activities	12.0%	10.0%	9.6%	11.1%	11.5%
- Cultural activities	2.8%	2.6%	3.0%	4.0%	0.0%
- Museums	3.8%	7.5%	6.0%	5.8%	8.9%
- Theme Parks	6.4%	9.9%	8.7%	13.1%	6.3%
- Discos and pubs	3.4%	5.4%	8.3%	4.8%	3.4%
- Wellness	6.6%	6.5%	5.0%	3.4%	5.0%
Purchases of goods:					
- Souvenirs	47.5%	44.1%	35.6%	52.3%	50.3%
- Other expenses	0.0%	0.2%	0.0%	2.8%	0.7%
Other:					
- Medical or pharmaceutical expenses	5.5%	8.6%	12.6%	7.1%	6.8%
- Other expenses	5.2%	5.3%	5.4%	4.4%	3.6%

Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**991**	**1,030**	**1,042**	**993**	**1,061**
- Accommodation	808	877	862	853	904
- Additional accommodation expenses	183	153	180	140	156
Transport:	**726**	**835**	**771**	**821**	**1,028**
- National/International Transport	487	487	462	525	588
- Flights between islands	39	95	94	45	109
- Taxi	73	85	81	90	109
- Car rental	105	132	115	142	177
- Public transport	23	37	19	20	45
Food and drink:	**359**	**305**	**293**	**318**	**338**
- Food purchases at supermarkets	114	89	89	121	97
- Restaurants	245	216	204	197	241
Leisure:	**502**	**734**	**476**	**772**	**606**
- Organized excursions	78	118	87	98	131
- Sport activities	147	121	100	135	151
- Cultural activities	44	78	37	54	0
- Museums	47	28	30	41	26
- Theme Parks	59	66	56	90	63
- Discos and pubs	50	189	104	54	99
- Wellness	77	135	63	301	135
Purchases of goods:	**121**	**121**	**82**	**196**	**140**
- Souvenirs	121	95	82	145	**100**
- Other expenses	0	25	0	51	**40**
Other:	**78**	**150**	**109**	**237**	**90**
- Medical or pharmaceutical expenses	26	74	38	32	**33**
- Other expenses	52	76	71	204	**57**

Source: Tourist Expenditure Survey (EGT, ISTAC). Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Tourist profile. Historical data (2019 - 2025)

SWITZERLAND: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	90.5%	89.4%	89.1%	92.7%	91.1%
Visiting family or friends	4.7%	8.6%	6.3%	5.5%	6.7%
Business and work	0.0%	0.8%	0.1%	1.1%	0.6%
Education and training	0.9%	0.0%	0.0%	0.0%	0.0%
Sports training	2.5%	0.0%	3.4%	0.0%	1.6%
Health or medical care	0.0%	0.3%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.8%	0.0%	0.0%
Others	1.4%	0.8%	0.4%	0.7%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	48.2%	48.1%	51.8%	37.0%	39.4%
Enjoy family time	9.9%	14.3%	10.4%	25.7%	12.6%
Have fun	8.4%	4.7%	6.4%	3.3%	3.2%
Explore the destination	22.8%	25.4%	24.8%	30.5%	37.9%
Practice their hobbies	5.9%	4.5%	4.4%	2.6%	6.2%
Other reasons	4.8%	3.0%	2.2%	0.9%	0.6%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	15.1%	8.9%	8.8%	11.1%
Canary Islands	--	24.7%	13.8%	18.8%	18.4%
Other destination	--	60.2%	77.3%	72.4%	70.5%
- Balearic Islands	--	1.8%	5.2%	3.1%	3.4%
- Rest of Spain	--	9.7%	8.3%	6.2%	8.9%
- Italy	--	11.0%	13.3%	21.7%	13.7%
- France	--	11.4%	11.6%	11.9%	8.1%
- Turkey	--	1.9%	2.4%	2.4%	2.4%
- Greece	--	6.5%	3.9%	3.8%	5.5%
- Portugal	--	1.9%	6.4%	4.9%	4.7%
- Croatia	--	1.0%	2.8%	1.3%	1.4%
- Egypt	--	1.2%	2.3%	1.5%	2.2%
- Tunisia	--	0.2%	0.0%	0.0%	0.9%
- Morocco	--	0.0%	1.1%	1.0%	1.2%
- Others	--	13.6%	20.0%	14.5%	17.9%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	39.8%	36.8%	36.3%	33.0%
Canary Islands (other island)	--	27.5%	24.8%	21.7%	32.5%
Other destination	--	32.7%	38.3%	41.9%	34.5%
- Balearic Islands	--	1.9%	3.9%	4.8%	4.8%
- Rest of Spain	--	4.3%	7.2%	8.5%	3.0%
- Italy	--	2.7%	2.9%	4.6%	4.1%
- France	--	0.1%	1.7%	0.2%	1.6%
- Turkey	--	4.4%	1.9%	1.6%	1.8%
- Greece	--	8.1%	5.9%	8.2%	8.8%
- Portugal	--	3.6%	5.2%	5.8%	4.0%
- Croatia	--	0.8%	1.2%	0.8%	0.0%
- Egypt	--	3.0%	4.4%	3.8%	2.5%
- Others	--	3.8%	4.0%	3.7%	3.8%

** Percentage of valid answers*

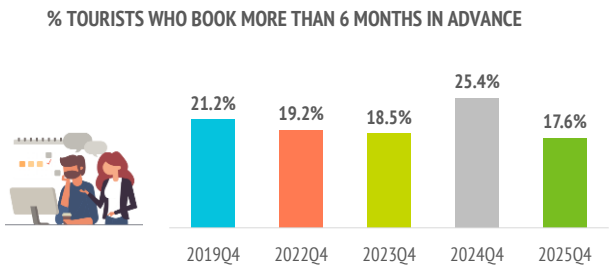
Importance of each factor in the destination choice

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	82.0%	78.3%	81.7%	80.1%	68.7%
Sea	53.7%	56.1%	55.5%	56.4%	53.3%
Tranquility	45.6%	43.1%	53.5%	46.0%	49.1%
Beaches	39.1%	43.0%	53.1%	39.7%	48.0%
Safety	51.4%	51.9%	48.9%	51.2%	42.9%
Effortless trip	36.6%	38.5%	44.9%	39.6%	38.5%
European belonging	38.9%	36.0%	33.6%	44.5%	37.9%
Landscapes	31.7%	43.9%	39.9%	33.3%	37.1%
Gastronomy	36.8%	35.0%	39.2%	34.3%	34.9%
Accommodation supply	40.2%	34.9%	44.3%	36.5%	30.4%
Environment	31.0%	27.4%	32.9%	23.9%	27.1%
Authenticity	23.7%	17.3%	22.4%	19.3%	24.8%
Price	24.4%	26.6%	30.0%	27.1%	22.8%
Fun possibilities	17.0%	16.4%	22.1%	10.6%	13.8%
Historical heritage	7.7%	3.2%	8.2%	8.6%	11.7%
Exoticism	10.3%	8.0%	11.2%	7.9%	11.0%
Culture	3.8%	3.3%	7.9%	7.8%	10.1%
Hiking trail network	11.7%	9.6%	9.4%	12.8%	9.1%
Nightlife	5.9%	7.4%	4.0%	4.1%	8.4%
Shopping	5.6%	13.8%	6.9%	6.7%	7.6%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	0.0%	0.1%	0.0%	0.0%	1.9%
Between 1 and 30 days	23.8%	26.9%	19.8%	19.2%	21.3%
Between 1 and 2 months	21.1%	26.7%	34.3%	31.0%	24.0%
Between 3 and 6 months	33.9%	27.1%	27.4%	24.4%	35.2%
More than 6 months	21.2%	19.2%	18.5%	25.4%	17.6%



What channels did they use to get information about the trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	43.4%	47.3%	38.6%	45.9%	44.0%
Friends or relatives	21.7%	31.4%	24.6%	21.9%	24.1%
Internet or social media	58.2%	54.0%	58.9%	46.9%	59.8%
Mass Media	1.5%	1.4%	0.7%	0.0%	0.8%
Travel guides and magazines	15.7%	9.7%	9.7%	12.4%	7.0%
Travel Blogs or Forums	6.5%	6.4%	7.4%	5.2%	7.1%
Travel TV Channels	0.0%	0.3%	0.6%	0.0%	1.5%
Tour Operator or Travel Agency	18.9%	14.5%	19.8%	22.4%	9.6%
Public administrations or similar	0.0%	0.7%	0.0%	0.0%	0.0%
Others	2.2%	6.2%	3.4%	1.6%	3.5%

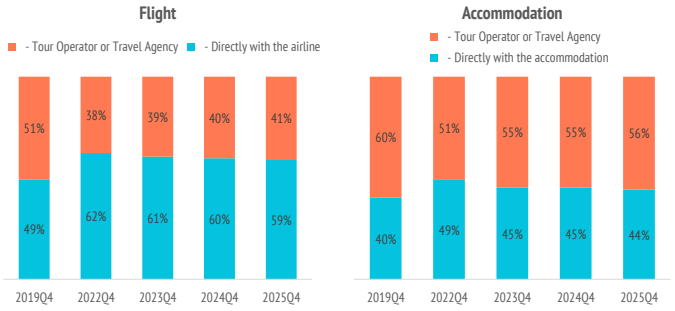
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

SWITZERLAND: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	49.3%	62.3%	60.5%	59.7%	58.9%
- Tour Operator or Travel Agency	50.7%	37.7%	39.5%	40.3%	41.1%
Accommodation					
- Directly with the accommodation	40.3%	49.1%	45.2%	45.2%	44.3%
- Tour Operator or Travel Agency	59.7%	50.9%	54.8%	54.8%	55.7%



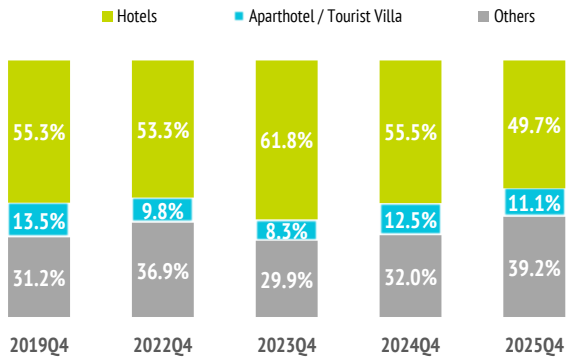
Where does the flight come from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Switzerland	68.7%	80.9%	77.6%	60.6%	75.6%
Spanish Mainland	25.9%	7.2%	12.3%	19.4%	8.3%
Germany	2.8%	2.8%	4.7%	2.8%	7.2%
Portugal	0.6%	1.8%	0.7%	4.1%	4.2%
Italy	0.3%	5.5%	2.7%	11.7%	2.8%
Ireland	0.0%	0.0%	0.0%	0.0%	1.1%
Finland	0.0%	0.0%	1.2%	0.0%	0.0%
France	0.6%	0.0%	0.9%	0.0%	0.0%
Netherlands	0.0%	0.0%	0.0%	1.3%	0.0%
Luxembourg	0.3%	0.0%	0.0%	0.0%	0.0%
Others	0.8%	1.7%	0.0%	0.0%	1.0%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	11.2%	4.5%	10.9%	10.0%	5.5%
4* Hotel	26.8%	30.0%	35.8%	31.2%	33.3%
5* Hotel / 5* Luxury Hotel	17.3%	18.8%	15.0%	14.3%	10.9%
Aparthotel / Tourist Villa	13.5%	9.8%	8.3%	12.5%	11.1%
House/room rented in a private dwelling	8.3%	13.4%	15.3%	17.3%	30.7%
Private accommodation (1)	7.7%	6.0%	5.2%	12.3%	5.5%
Others (Cottage, cruise, camping,..)	15.3%	17.5%	9.4%	2.4%	2.9%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

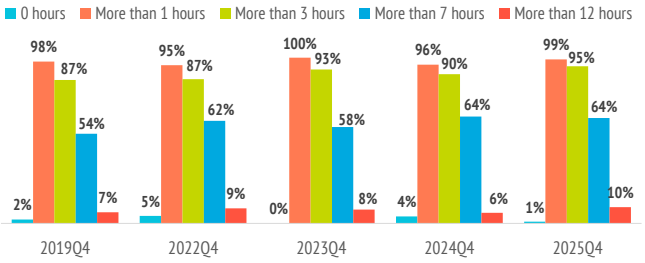


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	23.6%	29.3%	26.2%	28.4%	39.6%
Bed and Breakfast	28.5%	17.0%	26.1%	27.8%	17.1%
Half board	25.0%	31.4%	30.4%	24.9%	22.4%
Full board	3.6%	4.8%	2.6%	4.2%	0.3%
All inclusive	19.3%	17.4%	14.7%	14.6%	20.5%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	2.4%	4.5%	0.0%	4.2%	1.1%
1 - 2 hours	11.1%	8.4%	7.2%	5.8%	4.2%
3 - 6 hours	32.5%	25.2%	34.7%	25.6%	31.2%
7 - 12 hours	47.3%	52.8%	49.8%	58.0%	53.8%
More than 12 hours	6.7%	9.0%	8.3%	6.4%	9.8%
Outdoor time per day	7.1	7.8	8.0	7.6	7.8



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Beach	69.7%	74.8%	75.6%	76.5%	83.8%
Walk, wander	48.5%	54.6%	52.5%	57.5%	54.1%
Explore the island on their own	47.6%	51.8%	46.7%	43.1%	52.0%
Swimming pool, hotel facilities	44.9%	47.5%	49.5%	44.0%	39.8%
Taste Canarian gastronomy	26.0%	28.0%	25.1%	29.2%	32.2%
Organized excursions	10.4%	15.7%	15.5%	14.8%	16.9%
Hiking	--	19.3%	20.4%	22.3%	16.6%
Nightlife / concerts / shows	15.4%	17.0%	18.3%	8.8%	14.6%
Wineries / markets / popular festivals	12.0%	10.9%	9.2%	13.8%	13.9%
Museums / exhibitions	11.4%	11.0%	10.4%	13.6%	13.8%
Theme parks	11.3%	14.8%	9.2%	16.4%	12.7%
Sea excursions / whale watching	9.1%	16.9%	12.8%	8.9%	11.2%
Other Nature Activities	--	8.2%	7.6%	11.7%	10.3%
Cycling / Mountain bike	--	4.9%	7.9%	3.1%	8.4%
Surf	--	5.4%	3.3%	3.7%	7.7%
Scuba Diving	--	8.0%	3.5%	0.6%	5.1%
Practice other sports	--	5.5%	7.6%	8.4%	4.0%
Beauty and health treatments	6.7%	5.2%	6.1%	8.9%	4.0%
Astronomical observation	3.3%	8.6%	3.6%	5.2%	3.5%
Golf	--	5.5%	4.9%	3.5%	2.6%
Running	--	4.6%	5.8%	4.6%	2.3%
Swim	--	5.4%	4.5%	6.0%	2.1%
Windsurf / Kitesurf	--	6.3%	1.8%	1.1%	1.0%

** Multi-choise question*

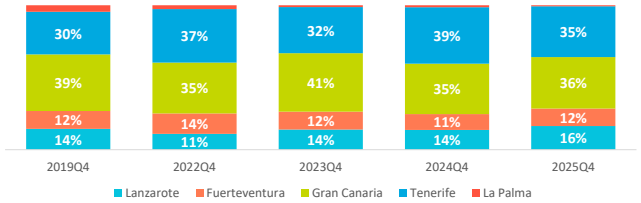
Tourist profile. Historical data (2019 - 2025)

SWITZERLAND: Fourth Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	10,645	5,146	7,403	7,672	9,509
Fuerteventura	9,105	6,577	6,584	6,208	7,080
Gran Canaria	28,885	16,421	21,579	19,587	20,697
Tenerife	21,800	17,296	16,947	21,994	20,469
La Palma	3,314	1,230	683	744	427

Share by islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	14.4%	11.0%	13.9%	13.7%	16.3%
Fuerteventura	12.3%	14.1%	12.4%	11.0%	12.2%
Gran Canaria	39.2%	35.2%	40.6%	34.8%	35.6%
Tenerife	29.6%	37.1%	31.9%	39.1%	35.2%
La Palma	4.5%	2.6%	1.3%	1.3%	0.7%



How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	89.1%	93.0%	89.3%	90.9%	85.9%
Two islands	7.5%	5.6%	10.3%	4.3%	9.8%
Three or more islands	3.4%	1.5%	0.5%	4.8%	4.3%

How many are loyal to the Canary Islands?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Repeat tourists	68.2%	66.2%	62.4%	71.0%	63.6%
At least 10 previous visits	24.7%	20.2%	14.2%	11.7%	17.1%
Repeat tourists (last 5 years)	63.9%	61.6%	52.4%	63.6%	57.0%
Repeat tourists (last 5 years)(5 or more visits)	25.1%	18.7%	15.7%	16.5%	14.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.53	8.76	8.58	8.71	8.66

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	1.2%	2.4%	1.9%	1.2%	1.6%
Lived up to expectations	64.2%	58.6%	65.6%	49.1%	60.3%
Better or much better than expected	34.6%	39.0%	32.5%	49.7%	38.2%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.49	8.65	8.37	8.68	8.33
Recommend visiting the Canary Islands	8.71	8.85	8.51	9.03	9.02

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	57.9%	51.7%	55.4%	52.9%	62.9%
Women	42.1%	48.3%	44.6%	47.1%	37.1%
Age					
Average age	47.0	45.1	45.0	46.3	46.8
Standard deviation	15.4	16.7	15.9	16.9	15.5
Age range					
16 - 24 years old	7.1%	8.7%	6.3%	9.8%	7.6%
25 - 30 years old	13.0%	17.3%	14.9%	11.5%	6.3%
31 - 45 years old	25.7%	27.3%	31.9%	30.1%	36.5%
46 - 60 years old	33.1%	28.8%	23.1%	26.2%	26.5%
Over 60 years old	21.1%	17.9%	23.8%	22.3%	23.1%
Occupation					
Salaried worker	54.7%	64.6%	62.4%	61.6%	56.4%
Self-employed	11.2%	7.9%	4.2%	8.8%	13.7%
Unemployed	0.0%	0.0%	1.2%	0.0%	0.0%
Business owner	13.6%	10.3%	9.8%	15.6%	15.5%
Student	3.0%	3.6%	1.2%	2.5%	0.9%
Retired	15.7%	8.7%	18.5%	8.6%	12.0%
Unpaid domestic work	1.8%	0.0%	0.0%	1.8%	0.5%
Others	0.0%	4.8%	2.7%	1.0%	1.1%
Annual household income level					
Less than €25,000	5.2%	5.3%	4.6%	4.3%	0.6%
€25,000 - €49,999	7.0%	10.5%	12.9%	10.7%	4.9%
€50,000 - €74,999	23.9%	19.2%	16.4%	14.7%	24.6%
More than €74,999	63.9%	65.0%	66.1%	70.3%	69.9%
Education level					
No studies	0.0%	1.0%	2.7%	0.0%	0.0%
Primary education	10.0%	5.0%	6.9%	4.0%	7.0%
Secondary education	29.4%	20.1%	21.1%	19.2%	14.4%
Higher education	60.5%	73.9%	69.3%	76.8%	78.6%

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	13.4%	15.9%	13.3%	9.1%	11.1%
Only with partner	50.4%	46.4%	51.9%	42.3%	49.1%
Only with children (< 13 years old)	4.6%	3.2%	3.6%	5.6%	5.2%
Partner + children (< 13 years old)	5.8%	6.0%	1.7%	9.1%	9.1%
Other relatives	8.9%	9.3%	8.6%	10.9%	7.3%
Friends	6.6%	4.6%	8.2%	5.5%	6.9%
Work colleagues	0.6%	0.0%	2.3%	0.0%	0.0%
Organized trip	0.0%	0.0%	0.1%	0.2%	0.0%
Other combinations (2)	9.7%	14.6%	10.3%	17.3%	11.3%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**15.8%**	**12.2%**	**9.3%**	**23.6%**	**19.2%**
- Between 0 and 2 years old	1.9%	0.8%	2.6%	1.6%	0.0%
- Between 3 and 12 years old	13.7%	8.9%	4.2%	21.3%	19.2%
- Between 0 -2 and 3-12 years old	0.2%	2.5%	2.5%	0.8%	0.0%
Tourists without children	**84.2%**	**87.8%**	**90.7%**	**76.4%**	**80.8%**
Group composition:					
- 1 person	16.2%	17.0%	18.5%	11.6%	14.7%
- 2 people	56.6%	55.8%	61.1%	50.3%	52.1%
- 3 people	10.7%	12.1%	7.7%	13.0%	16.2%
- 4 or 5 people	15.3%	12.0%	9.8%	19.9%	13.2%
- 6 or more people	1.1%	3.0%	2.9%	5.1%	3.9%
Average group size:	**2.32**	**2.37**	**2.34**	**2.70**	**2.53**

**People who share the main expenses of the trip*

Source: Tourist Expenditure Survey (EGT, ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.